



DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS. DRY GOODS.

R. H. Macy & Co's Attractions Are Their Low Prices.

# Macy's

Herald Square. E'way, 34th to 35th St.

## Women's Imported Coats and Wraps--Reduced

A clearance Sale in which are offered an entire stock of handsome imported Outergarments. Appropriate models for evening, afternoon, travelling or general wear.

Full length and seven-eighth length garments in graceful draped effects or on the new straight lines.

Coats and Wraps of every fashionable color and in the richest and most modish fabrics, including

|   |              |  |         |
|---|--------------|--|---------|
| Charmeuse                                     | Moire        | Brocade                                      | Voile   |
| Silk Poplin                                   | Covert Cloth | Beaded Net                                   |         |
| Coats and Wraps that were \$98.75 to \$124.00 | \$59.75      | Coats and Wraps that were \$54.75 to \$79.75 | \$39.75 |
| Coats and Wraps that were \$79.75 to \$98.75  | \$49.75      | Coats and Wraps that were \$49.75 to \$58.75 | \$34.75 |

London Made Top Coats that were \$19.74 to \$24.74

A collection of 35 smart Coats—seven-eighth or full-length models, in soft fleece cloth, light in weight and an ideal fabric for a general utility coat. Belted or loose models in gray, green or brown.

## Chic BATHING SUITS At MACY SAVINGS

The Bathing Costumes have never been so dainty and varied in style and fabric as this season. The "conventional suit" of mohair and serge of a few years ago has been replaced with smart costumes of satin, charmeuse, silk serge, poplins, taffetas and even crepe de chine, as distinctive in style and tailoring as Milady's evening gowns.

Especially captivating is an imported costume at \$20.89 of heavy, lustrous black satin piped with coral, the deep revers and girdle made of rich colored Persian cut velvet ribbon. A charming model of soft taupe bengaline silk at \$20.89 has a deep, pointed collar, sash and vest of Saxe blue, the skirt gracefully draped.

The following Bathing Suits in all sizes from 34 to 44.

"Coat Style" Satin Bathing Suits, \$4.96

Charmingly chic is this new model of fine black satin in simulated Russian blouse effect, the deep, mannish vest and cuffs of old gold satin, button trimmed. Wide revers of satin.

Mohair Bathing Suits, \$2.97

Made of good quality mohair with large collar, cuffs and belt jauntily trimmed with gayly colored striped fabric and buttons. Black or navy.

Mohair Bathing Suits, \$3.96

Fine quality Mohair Suits with round collar and turn-back cuffs of harmonizing messaline trimmed with bands of white bengaline silk.

Messaline Bathing Suits, \$5.89

Lustrous messaline of good quality is used for this jaunty suit, with mannish vest and shoulder-point collar of white messaline trimmed with covered buttons. The skirt is modishly draped.

Messaline Bathing Suits, \$4.96

Modish Suits of good quality messaline with flat collar, wide side-fastening band and cuffs of striped silk. Skirt fetchingly draped and button trimmed.

Silk Poplin Bathing Suits, \$7.94

Delightful models of beautiful changeable color poplin, made in new Princess style, fastening all the way down front. Fetchingly trimmed with piping of black-and-white silk braid. Semi-belt in the back.

## 6,000 "DE BEVOISE" BRASSIERES 1/2 Price

15 Styles—Discontinued Models

A fortunate purchase of 500 dozen of the popular "De Bevoise" Brassieres, this season's models, cleverly cut to give the new figure lines, and finished with that perfection of detail that distinguishes every "De Bevoise" Brassiere.

Judge the economies this sale affords by comparing the standard prices at which these Brassieres usually retail elsewhere with Macy's sale prices.

Sizes range from 34 to 44—but not all styles in every size.

50c and 75c "De Bevoise" Brassieres—Special, 20c

Made of fine cambric. Several popular models, including one with yoke of embroidery, lace-edged, crossing surplice fashion at the back. Another, cut on bias lines, and buttoning in front, is Valenciennes lace edged.

\$1.00 and \$2.00 "De Bevoise" Brassieres—Special, 49c

Three models—especially designed for women of full figure. Made of heavy muslin and cambric—hooked in front; with net sleeves and shields; others boned and with side-lacing; have yokes of embroidery and lace insertion or ribbon-run embroidery edge.

\$1.50 and \$2.00 "De Bevoise" Brassieres—Special, 69c

A variety of very pretty styles. Made of fine batiste, hooked or buttoned in front or crossing surplice-wise in back. Trimmed with fine embroideries, Valenciennes or Cluny laces.

\$1.50 "De Bevoise" Brassieres—Special, 89c

This model is one of the season's best styles and is made of the finest quality muslin, with deep pointed yoke front and back of English eyelet insertion, embroidery edged; boned, well reinforced, fastening in the back.

\$2.50 and \$3.00 "De Bevoise" Brassieres—Special, \$1.29

Very effectively trimmed models of fine batiste. One style of all-over embroidery is edged with lace. Another has yoke back and front of wide embroidery insertion, embroidery edged.

## \$6.00 Real MILAN HATS LATEST SHAPES, \$3.69

The most correct and fashionable straw for a stylish dress hat this season is a fine black Milan.

The hats offered in this sale are of closely woven, finely sewn genuine Milan in a perfect black. Large, medium and small effects—faithful copies of the smart shapes that Paris is wearing now. In black only.

## Women's \$5 and \$6 PANAMA HATS, \$2.97 and \$3.96

Cool, light in weight and in jaunty new shapes, these finely woven Panama Hats in sizes and shapes for women and misses are the ideal Hats for seashore and country, and are equally smart for city wear. Twelve styles—in correct new outing, blocked and dress shapes.

\$3.00 Hemp Hats, Velvet-Faced, \$1.69

In twenty of the newest, smartest Dress Shapes, Hats of real Tagal Hat of fine quality. All black or white with black facings.

When shapes and materials are purchased here our expert milliners will trim your Hats without any additional charge.

## CROWDED OUT OF THIS ADVERTISEMENT

The Newest Dress Mohairs, 59c to \$2.39

Very special prices, ranging from 44-inch black mohair Sicilian at 59c, up to the finest cream mohair at \$2.39—43-inch width.

SECOND FL. CENTRE.

Women's Summer Blouses, Voile, Lawn, etc., 69c to \$2.97

Choice of four \$1.00 styles for 69c. Copies of a Paris model, in embroidered batiste, at \$2.97. All sizes, in every style.

THIRD FL., 34TH ST.

\$5.00 and \$6.00 Boots and Colonial Shoes for \$3.95

Spanish-heeled buckskin pumps; 14-button white buckskin boots; Spanish-heeled gun metal and patent Colonial pumps. All sizes, in every style.

SECOND FL., REAR.

## Great Sale of Sample Hosiery 100,000 Pairs Average Half Usual Prices

80,000 pairs of lisle and cotton; 20,000 pairs of silks. First qualities only; no throw-outs; no seconds; no imperfections of any kind in this Hosiery. Men's and Women's Hosiery from 15c for cotton and lisle, up to 69c for pure ingrain thread silk.

MAIN AISLE TABLES—MAIN FLOOR.

## Dainty Inexpensive Under Muslins

Lovely Night Dresses of softest shell-pink batiste, fetchingly lace trimmed, at \$3.96; delicately tinted Gowns of fine crepe de chine, ribbon and shadow-lace trimmed at \$5.94, \$6.49 and \$7.94, and filmy little shadow-lace trimmed Petticoats of softest, silky finish nainsook at \$2.97 and \$3.96.

Special attention directed to:—

White Crepe Night Gowns 89c

Made of soft, prettily crinkled crepe in kimono style, trimmed with tulle lace and beading. Round or V shape neck.

\$2.00 Embroidered Night Gowns 99c

Made of finest, soft finished cambric, front and sleeves effectively embroidered in Japanese floral pattern, kimono sleeves and round neck overcast; ribbon run eyelets.

\$2.00 Embroidered Princess Slips \$1.29

Daintily embroidered in front and on skirt in charming Japanese patterns, neck, armholes and end of skirt overcast. Embroidered eyelets, ribbon run material is soft, sheer cambric.

Silk Mull Princess Slips \$1.79

Of soft, silky white, pink, blue or corn color mull is made this straight-line, perfectly fitting slip, with armholes and low neck prettily finished with Valenciennes lace, insertion and beading.

\$6.50 Fitted Bags, Special, \$3.89

Finely made ten-inch Hand Bags, in "Vachette" leather or in genuine seal of superior quality. Lined with heavy moire silk or soft flexible leather.

Fitted with five or six pieces.

MAIN FLOOR, 34TH STREET.

## Beautiful EMBROIDERIES Special Prices

Very dainty Embroidery Flouncings, Edges and Allovers are these, in some cases imported to sell at twice as much as they are now marked for.

Of course there are higher priced Embroideries in exquisite patterns, most beautiful of which is a soft, silky-finished Chinese flouncing at \$8.89 a yard, embroidered by hand in wonderful floral patterns.

\$1.75 and \$2.00 Swiss Flouncing (yd.) 89c

Width 45 inches and 54 inches. Beautiful imported patterns in English eyelet and blind work, also Collier effects on fine quality Swiss muslin. Lovely for dresses, lingerie frocks or lingerie dresses.

\$1.00 to \$1.50 All-over Embroidery (yd.) 69c

Width 21 inches. Very beautiful patterns on fine, sheer Swiss, delightful for guimpes, blouses, lingerie hats, etc.

75c to \$1.25 Swiss Muslin Flouncing (yd.) 59c

Width 26 inches. Fine quality, daintily embroidered in English eyelet design for women's and misses' dresses. For children's dresses are beautiful patterns finished with ruffles of embroidery in matching patterns.

40c to 50c Corset Cover Embroidery (yd.) 20c

Width 17 inches. Beautifully embroidered in small, dainty designs and open-work, lace effects on fine Swiss muslin or cambric.

20c to 25c Edgings (yd.) 12c

Width, 3 inches to 5 inches. Of sheer muslin, nainsook or heavy cambric in small, delicate floral effects for neckwear and dress trimming, and in bolder, strongly made edges for underwear.

## House-Dresses in Neat New Models 99c

STRIPED PERCALES, with chambray collar and cuffs, piped with white.

FANCY LAWNS with round collar and cuffs of chambray and pique or in daintier model, with insertions of Valenciennes lace and gay pipings.

All sizes, 34 to 44, in these well made, trim little dresses.

Third Floor, Centre, Rear.

## Sale of HANDKERCHIEFS At Very Important Savings

We list a few only of the many Macy economies in the Men's and Women's Handkerchief Department, Main Floor, Centre.

Men's \$1.00 Pure Silk Handkerchiefs, 79c

Imported from Japan by R. H. Macy & Co. Size 24 inches square, with 1-inch hand-thread-drawn hems. Very fine heavy hand-loomed weave.

Men's \$1.00 "French" Cambric Handkerchiefs, 68c

Finished with a beautiful medallion initial in brown, blue and lavender. Satin borders.

Men's \$1.00 (6) Novelty Initial Handkerchiefs (6), 74c

With colored borders and elongated initial. Neatly boxed.

Men's 75c Pure Silk Handkerchiefs, 39c

Imported by R. H. Macy & Co. from Japan. White centres with borders in blue, lavender, cardinal, steel, Copenhagen, Nile and navy; further ornamented with raised "Russian" cords.

Men's 15c to 35c Handkerchiefs, 9c

A broken assortment of Men's initial and plain hemstitched Handkerchiefs, taken from our regular stock.

Women's 50c Linen Crocheted Handkerchiefs, 24c

Linen centres, with crocheted edges in pink, blue and lavender. From Ireland.

Women's \$1.50 (6) Hand-Embroidered Initial Handkerchiefs, Special, Six for 98c

Of very fine quality pure linen. From Ireland.

Women's 50c (6) Summer Lawn Initial Handkerchiefs (6), 29c

Very airy and delicate, but durable and well-finished.

## BEAUTIFUL SILK BANDANNAS

Now that the Bathing Season is near at hand these special values in Silk Bandannas are especially interesting, as the most modish and chic Bathing Caps (equally useful for motoring, golfing or tennis wear) may be made of these. We will gladly demonstrate how these caps are made.

\$1.00 Pure Silk Squares, Special, 49c

Size 30 inches square. Very effective color combinations—blue with white figures or polka dots; blue with red polka dots; black with white polka dots. Made of good quality silk. Very jaunty for Middy ties.

Middy Squares of Finest Silk, 98c

Size 36 inches. In charming designs and colorings are these smart Middy Squares of fine, soft silk in solid colors, corded borders. Colors: Pink, light blue, Copenhagen, cerise, orange, green, black, white.

Bulgarian Effects in Rich Silk Bandannas, \$1.49

Size 36 inches. Bewitching Caps can be made of these richly colored, pure, soft silk Bandannas in gorgeous Bulgarian effects.

Domestic and imported cotton Bandannas are here in delightful assortment, ranging from 6c to 24c. Also a complete line of Men's and Women's wide hem Handkerchiefs, from 12c to 49c.

## Bordered Dress Fabrics Imported Novelties Reduced for Clearance

The finest products of famous French looms, the most effective novelties of the season for Summer Frocks are in this disposal offered at one-half to one-fourth Macy's usual "Lowest-in-the-City" prices.

In widths 43 and 45 inches; many beautiful fabrics, including:

WHITE RATINE, embroidered in colors. (Macy's price was \$4.49.)

WHITE RATINE with scroll embroidered pattern. (Macy's price was \$4.49.)

CREPE VOILES—white or ecru with Moorish embroidery. (Macy's price was \$2.96.)

WHITE VOILE, embroidered colored ratine border. (Macy's price was \$2.29.)

WHITE VOILE, bordered with embroidery in colors. (Macy's price was \$2.97.)

COLORED VOILES, embroidered border of ratine. (Macy's price was \$2.49.)

WHITE FRENCH CREPE with colored ratine border. (Macy's price was \$1.98.)

## Fashionable SILKS Very SPECIALLY Priced

Macy's collection of Dress Silks displayed in the new daylight flooded section (Second Floor, 35th Street) includes the most modish and magnificent of the season's many novelties, as well as every staple weave. From the most famous looms of France, Italy, China, Japan and America are:

Cotelet Moire Velours Canton Crepes Crepe de Chine

Messalines Lustrous Satins Chiffon Taffetas Crepe Meteors

Charmeuse Wash Silks

In every wanted color and quality, ranging in price from 99c to \$7.49 a yard.

\$1.25 Black Satin Duchesse—Special, 89c

A rich, lustrous black dress fabric, of heavy quality. Width 36 inches.

75c White Habutai Silk—Special, 58c

Firm, fine and of a quality that will wear well. Width 36 inches.

## SAVE ON SILK PETTICOATS

New, Enlarged Department, 34 Fl.

Crepe de Chine Petticoats are proving the most popular of Summer skirts. Macy has delightful styles, lace and ribbon trimmed, at \$3.89, others ranging in price to \$22.89, for exquisite, imported models with flounced, rosebud chiffon cloth flounces, or ruffled trimmings or with deep shadow lace trims.

Messaline Petticoats, \$2.49

Substantial, well made skirts of fine quality messaline with deep sectional pleated flounce. Cut on correct, straight, narrow lines. Staple and changeable colors.

Pongee Petticoats, \$2.59

Modish skirts of good quality pongee with side pleated flounce, piped messaline. An excellent style for Summer wear.

## BATHING SUIT FABRICS AT SAVINGS

New, Enlarged Lining Department, Second Floor.

These are the season's newest Bathing Suit Fabrics, treated so as to be unaffected in lustre and color by salt water. Especially beautiful and durable are the heavy, lustrous satins from which the most modish Suits are made.

Black Bathing Suit Satin (yd.) \$1.24

Yard-wide, lustrous face satin of medium weight, with cotton back, assuring you of excellent wear. Does not shrink, run or lose its lustre.

Black Surf Cloth (yd.) 39c

Width 32 inches. This is a new, medium weight fabric, with permanently lustrous face, unaffected by salt water, giving the effect of black satin. Very durable and pretty.

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# Macy's

Herald Square. E'way, 34th to 35th St.

## Sample CHAIRS & SETTEES at 1/4 Savings

The 496 fine pieces that have been specially purchased to make this special offering are exhibition samples, carefully wrought and perfect in construction, finish and design—in fact, the best that a well-known manufacturer was able to put out.

Had we bought FROM the samples instead of buying the samples themselves we should have been compelled to charge at least one-quarter more than the prices listed below, as we indicate by the comparative prices alongside them.

We do not list more than a portion of the very remarkable economies that distinguish this offering—the items of which will be on sale and display in the very much enlarged and improved quarters of the Furniture Department, now on the Sixth floor.

Windsor Chair, \$9.34

Macy's price would be \$12.34.

Wing Rocker, \$24.34

Macy's price would be \$31.25.

Jacobean Chair, \$20.67

Macy's price would be \$26.50.

A fine reproduction of an antique English design.

Goatskin covered, semi-loose cushions and back.

A fine, authentic design in "Cathedral" oak finish.

Only one, or perhaps two, of a kind of the above. The same with those below.

At \$4.49 Desk Chairs of Oak, Mahogany, Etc.

SIX CHAIRS, from one that would be \$4.89 to one that would be \$7.67.

At \$5.94 Arm Chairs and Rockers of Oak, Mahogany, Etc.

FOURTEEN CHAIRS AND ROCKERS, ranging from a Rocker that would be \$7.24 to a Chair that would be \$8.49.

At \$8.49 Arm Chairs and Rockers of Oak, Mahogany, Etc.

TWENTY-FIVE CHAIRS AND ROCKERS, ranging from a Rocker that would be \$9.24 to a Chair that would be \$12.49.

At \$9.49 Arm Chairs and Rockers of Solid Mahogany, Etc.

TWENTY-SIX CHAIRS AND ROCKERS, ranging from a Rocker that would be \$9.74 to a Chair that would be \$12.89.

At \$10.89 Arm Chairs and Rockers of Oak, Mahogany, Etc.

FOURTEEN Pieces, ranging from a Chair that would be \$11.89 to a Rocker that would be \$15.24.

At \$11.89 Arm Chairs and Rockers of Solid Mahogany, Etc.

TEN Pieces, ranging from a Chair that would be \$12.24 to a Rocker that would be \$16.89.

At \$13.74 Settees, Chairs and Rockers of Oak

FOURTEEN Pieces, ranging from a Settee that would be \$16.24 to a Chair that would be \$22.24.

At \$22.49 Arm Chairs and Rockers in Rich Fumed Oak

SIX Pieces, ranging from a Chair that would be \$24.89 to a Rocker that would be \$31.25.

Suites (3-piece) in Mahogany, Oak, Etc.

\$52.75 for Suites that would be \$67.25

\$82.50 for Suites that would be \$106.00

## DRAPERIES for Summer at Typical Macy SAVINGS

THE new and much improved and enlarged department of Upholsteries, now on the Fourth Floor, shows a remarkable display of

Plain Marquisette Fine Cretonnes Fine Chintzes Sun-fast Armures Serims (Plain and Fancy)

Novelty Nets Trimmings and Edgings Linen Taffetas Linen Sun-fast Draperies Dotted and Figured Muslins

Sun-fast Madras Silk Draperies Chinese Embroideries White, Ecru and Colored Imported Scotch Madras

—suitable for the curtaining of the Summer home, cottage and bungalow. They are the choicest products of the leading mills of England, France, Scotland and America.

As instances of Macy's values we quote the following:

\$3.75 Marie Antoinette Lace Panels, \$2.29

Heavy cable net, worked over with sprays and rosettes, combined with a neat edging. In white and Arabian.

\$4.00 Renaissance Lace Panels, \$2.24

In heavy cable net with large motifs of lace, combined with Marie Antoinette spray and rosette work. White only.

\$2.25 Renaissance Lace Panels, \$1.49

On heavy cable net, with large lace motifs combined with Marie Antoinette spray and rosette work.

\$6.75 Mercerized Marquisette Panels, \$4.74

Very fine fabric, with eyelet embroidery motifs and insertions of antique and Cluny lace, combined with Marie Antoinette work. White and Arabian.

## Fine Lace Bed Sets from France

Just in time for June Wedding presents

Priced (Set) \$9.74, \$10.74, \$12.74, \$13.74 & \$19.74

Savings of 1/4 to 1/3 on prices elsewhere.

Seven most handsome designs of Marie Antoinette lace Bed Sets just received through our Foreign Office from one of the best lace makers of France, whose reputation for exquisite designs, quality of material and hand workmanship stands unequalled in a country of lace makers.

These Bed Sets are entirely made by hand on the very best quality of durable cable net, and the rich patterns are formed of the finest quality of rosette, spray and ribbon braid, covering the top of spread in a frame and centre effect, and carried out in the same style on the valance part of the spread. Edges of valance trimmed with an effective lace edging. An ample bolster cover matches the spread perfectly and is included in the price per set.

FOURTH FLOOR, 34TH ST., REAR.